



PRESS

Joint Press Release

**By Digital Hub Management, VTT,
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DIGILOGIC: A Gateway for Africa's Smart Logistics Startups

DIGILOGIC, a project funded by the European Commission under Horizon 2020, recently concluded its one-year development and learning programme for selected logistics startups from Africa and the EU with an Online Innovators Pitch Event on Tuesday, December 12, 2023. It showcased [pitches](#) from leading [African innovators](#) from Nigeria, Ghana, Zambia, Tanzania, and Kenya who demonstrated the potential to revolutionise the logistics industry. Additionally, it attracted more than 50 logistics investors and experts from around the globe.

The participants in the one-year startup programme were chosen from a pool of eighty unique proposals. During the programme, they have invested significant time in enhancing their solutions, building a solid business model, and telling the story of their customers and beneficiaries.

The virtual closing event celebrated the startups as great entrepreneurs. It allowed them to present their enhanced business models to the jury and potential investors from Europe and Africa. The audience and jury engaged with the startups and recognised their potential to impact the logistics industry positively. The event served as a testament to the success of the DIGILOGIC program in fostering innovation in Africa.

Through the event, the startups gained valuable insights from high-level industry, investment, and finance experts to integrate into their future business development. In addition, the three most impressive pitches were recognised and awarded prizes from our sponsors. The prizes included 500 Euros sponsored by [Startport Duisburg](#), 250 Euros sponsored by [Egytrans](#), and automatic consideration for the first round of shortlisting in the DHL Fast Forward Challenge 2024 by [DHL](#).

The Online Innovators' Pitch Event Jury Members

[Johannes Franke](#) is a seasoned professional with 12.7 years of experience in startups, project management, and innovation development. He is a digital strategy, supply chain management, and strategic planning expert and currently holds the Head of Support and Events position at Startport Innovation Lab Logistics in Germany.

[Abir Leheta](#) is an accomplished Board Chair, CEO, and Non-Executive Director of Egytrans. She is recognised as one of Forbes Magazine's 100 Power Businesswomen in the Middle East for 2020 and 2023. Throughout her career, she has displayed a disciplined and compelling leadership approach that has driven significant organisational growth and transformation.

[Obie George](#) is an innovation manager at DHL with almost 14 years of experience in supply chain, logistics, and engineering. He has worked with multinational corporations and regional players across the Middle East and Africa. Obie's professional expertise lies in integrating sustainability, circularity, robotics, automation, and data analytics into supply chain management and logistics. He is a strong advocate of cutting-edge technologies and forward-looking initiatives that aim to create a better future for the generations to come.

[Irina Albanese](#), the Head of Innovation for DHL in the Middle East and Africa, boasts more than two decades of experience in the logistics and airline sectors. She oversees a range of projects with her team aimed at testing and adopting cutting-edge technologies like collaborative robotics, blockchain, AI, and data analytics.

[Holger Schneebeck](#), the Global Innovation Manager at DHL, was also in attendance.

The DIGILOGIC Innovators

The pitch event comprised three intriguing rounds. In the first round, [Radava](#), [Deftpal](#), and [Duniya](#) presented their innovative ideas, focusing on supply chain solutions in agriculture, healthcare, and logistics—sectors ripe for innovative solutions across all African countries. At the same time, Holger expressed keen interest in Duniya's cost-free transport concept, and Johannes inquired about the procedures used by Deftpal to gather data from different supply chains.

The second round featured [Farmisphere](#), [Instadriver](#), and [Vinmak](#), startups working on solutions to connect farmers with customers and vendors, making the process affordable, sustainable, and reliable. Abir Leheta queried Farmisphere about their locally-made refrigerated boxes and whether they were restricted to specific locations. Holger praised Farmisphere as a fantastic idea, particularly appreciating its emphasis on farming and crop preservation.

The final round showcased [Yaaka](#), [Wadonge](#), and [Trotrolive](#), presenting logistics, agricultural, and energy solutions. DHL found Yaaka's idea particularly important, aligning with their current exploration of sustainable clean energy. Obie inquired about Yaaka's technology and the existence of a backup system for energy storage. Yaaka specialises in producing mobile

kiosks for charging mobile devices, essential for enabling digital logistics in the many regions with no electricity grid.

DIGILOGIC as a Gateway for African Innovators

Before announcing the top three pitches, the startups' founders took a moment to express gratitude to mentors at DIGILOGIC. They highlighted how the program had enabled them to upskill, overcome challenges, build connections, and gain visibility.

In the final selection, the jurors awarded **Radava** third place and **Farmisphere** second place and declared **Duniya Healthcare** first place for delivering the most impressive pitch.

Abir Leheta concluded the event by remarking, "What a pleasure to witness such an amazing event—a team making a significant impact with brilliant ideas." Holger added that he found the event intriguing, showcasing numerous fascinating solutions.

The project's partners:

European Partners



African Partners



This press release and a press picture are available [here to view and download](#).
For more information, view the [DIGILOGIC consortium](#) and the [DIGILOGIC smart logistic approach](#).

For more information on the DIGILOGIC project, please see www.digilogic.africa

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